



HOBNOB WINES LAUNCHES 2011-2012 DIGITAL MUSIC PROGRAM

“One Short Night” from Grace Potter & The Nocturnals kicks off 2011 Season

White Plains, NY (August 9, 2011) – HobNob Wines today announced the launch of its 2011-2012 music and lifestyle program, The Inner Circle, which connects fans through an interest in anything with an independent vibe. The initial benefit of the program is a free download of ***“One Short Night”*** by Hollywood Records’ ***Grace Potter & The Nocturnals***, from their third major label release and self-titled album. Beginning August 15, 2011, fans have access to the free download at www.facebook.com/hobnobwines. *Grace Potter and the Nocturnals* is the sixth band to be featured in HobNob’s Inner Circle music program, joining other well-known artists such as *The Antlers*, *Undersea Poem*, *Leona Naess* and *The Black Angels*.

Named one of the Best New Bands of 2010 by *Rolling Stone Magazine*, and led by the powerful vocals and blazing Hammond B-3 organ of their fiery front woman, Grace Potter & The Nocturnals are a glorious collision of Tina Turner sass and the right touch of vintage-retro glam, from Vermont, who imbue their soul-infused, vintage influenced rock with a deliciously modern bent (<http://www.gracepotter.com>)

“HobNob fans are thirsty for good music and good wine,” said Nicolas Ronteix, Brand Director, for W.J. Deutsch & Sons, Ltd., which sells and markets HobNob Wines. “Lifestyle is always first with HobNob consumers. We are thrilled to provide a unique opportunity with Inner Circle fans to share in the latest music, engage over social media, and, of course, socialize with friends over a great glass of wine!”

This year, HobNob’s Inner Circle moves to the **HobNob Facebook** page where fans will gain access to other music downloads, music industry news and special events.

HobNob Wines, the approachable, sociable wines for the style-conscious millennial consumer “at the center of it all” are sold in the U.S. by W.J. Deutsch & Sons. Varietals include: Cabernet Sauvignon, Pinot Noir, Chardonnay, Merlot and Shiraz. All available at retailer store and fine wine and liquor stores and range from \$10.99 to \$11.99; restaurants/bars across the country also carry HobNob Wines for \$8 - \$10 by the glass. www.facebook.com/hobnobwines or www.twitter.com/hobnobwines

About W.J. Deutsch & Sons

W.J. Deutsch & Sons, Ltd. was founded in 1981 by Chairman Bill Deutsch to market quality wines produced by prestigious families from major wine regions of the world. In 2009 Deutsch announced the expansion of the award-winning company to include a separate Spirits Division, W.J. Deutsch Spirits LLC. Deutsch's wines and spirits are sold to the trade with well-planned marketing support and are offered to U.S. consumers at fair market prices. Today the company is renowned for its brand building prowess and its ability to meet the needs of the modern consumer. Bill's son Peter Deutsch is CEO; thus two generations of the Deutsch family work side by side in their continuous quest to build strong brands and relationships throughout the wine and spirit industry.

The W.J. Deutsch & Sons portfolio includes award-winning wines from Australia: [yellow tail], [yellow tail] The Reserve, [yellow tail] Bubbles; California: Girard Winery, Windsor Sonoma, Sonoma Coast Vineyards, Kunde Family Estate, Joseph Carr, Josh Cellars; France: Andre Lurton, Georges Duboeuf, Hob Nob Vineyards, Patch Block, Pierre Sparr, Sauvion et Fils, Vidal Fleury; Italy: Barone Fini, Castello di Monastero, Coldisole, Poggio alle Sughere, Lionello Marchesi, Villa Pozzi; New Zealand: The Crossings; Nine Walks; Portugal: Quinta Do Vale Meao; Spain: Mar De Frades (Rias Baixas), Cruz de Alba (Ribera del Duero), Ramón Bilbao Vinos Y Vinedos (Rioja), and Volteo (Castilla); Chile: Llai Llai; Argentina: Ruta 22, and award-winning spirits from Landy Cognac (France), Luksusowa Vodka (Poland), The Original MOONSHINE and Adult Chocolate Milk (USA) and Villa Massa (Italy). www.wjdeutsch.com.

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